



# Retail Adult Incontinence in Bolivia

May 2026

Table of Contents

## Retail Adult Incontinence in Bolivia - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Mi Taita Drives Value-Led Entry

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail Adult Incontinence

#### INDUSTRY PERFORMANCE

Mi Taita Drives Value-Led Entry

Chart 2 - Mi Taita, Value-Led Expansion Unlocking Access to Adult Incontinence

Tena'S Pants Ultra Sets Benchmark for Innovation-Led Value Growth

Chart 3 - High-Performance Convenience Unlocking Value in Adult Incontinence

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

#### WHAT'S NEXT?

Established Brands Justify Higher Prices as User Loyalty Grows

Chinese Distributors Expand Access as Product Offers Diverge

Light Adult Incontinence to Accelerate as the Ageing Population Boosts Demand

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Zaimella De Bolivia Srl Accelerates Gains as Rivals Fragment

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Farmacorp and Farmacias Chávez Expand Reach through Digital Delivery

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Retail Adult Incontinence

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Retail Adult Incontinence

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Bolivia - Industry Overview

#### EXECUTIVE SUMMARY

Papelera Vinto Leverages Local Production to Boost Access and Resilience

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Papelera Vinto Leverages Local Production to Boost Access and Resilience

Chart 20 - Papelera Vinto: Domestic Production with Social Relevance

Procter Adapts Designs and Pricing to Meet Evolving Needs

Chart 21 - Procter: Accessible Proposition Driving Adult Incontinence Adoption

Inclusivity and Diversity Impacts Product Design

Chart 22 - Nosotras: Inclusive Menstrual Care Through Extended Pantyliner Formats

Menstrual Care Drives Value Gains Amid Volume Decline

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

## WHAT'S NEXT?

Smugglers Exit as Currency Volatility Reshapes Profit Incentives

Asian Entrants Struggle as Liquidity Trumps Low-Price Competition

High Prices Drive Value Gains as Rational Shopping Prevails

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Copelme Links Affordability and Social Engagement to Defend Leadership

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

## CHANNELS

Small Local Grocers Expands Reach as Informal Trade Shapes Access

Nexocorp and Digital Wallets Drive E-Commerce Growth Despite Price Barriers

Chart 29 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/retail-adult-incontinence-in-bolivia/report](http://www.euromonitor.com/retail-adult-incontinence-in-bolivia/report).